

CLAIM AMENDMENTS

Please cancel claims 2-38.

Please add new claims 39-47:

39. (New) A method of purchasing a product or service comprising the steps of:

- a) transmitting a broadcast programming, the broadcast programming containing a product or service offering related to the programming, and the programming being selectively a television broadcast program;
- b) transmitting an Internet address, wherein the Internet address specifies a web site containing an on-line offering corresponding to the programming;
- c) permitting retrieval of the web site containing the on-line offering; and
- d) permitting an order to be placed for the product or service offering through the Internet on line, such offer corresponding with the commercial programming.

40. (New) A method as claimed in claim 39 wherein the internet address is directly transmitted separately from the broadcast.

41. (New) A method as claimed in claim 39 wherein the offering is displayed on the Internet site in relative synchronicity with the programming.

42. (New) The method of claim 39 further comprising the step of permitting placing of the order by the Internet user in relative immediacy with the programming.

43. (New) A method of selling an offering through a broadcast and online system comprising the steps of:

- a) transmitting a broadcast programming, the broadcast programming containing commercial programming, and the programming being selectively a television program;
- b) transmitting an Internet address, wherein the Internet address specifies a web site corresponding to the commercial programming;
- c) permitting retrieval of the website;

d) providing a chat area related to the site whereby a user can communicate and chat with a salesperson over the Internet about an offering corresponding with the commercial programming.

44. (New) A method as claimed in claim 43 wherein the internet address is directly transmitted separately from the broadcast.

45. (New) A method as claimed in claim 43 wherein the website is displayed by a user in relative synchronicity with the programming.

46. (New) The method of claim 43 wherein the web site corresponding to the commercial programming offers information about a product or service advertised in the commercial programming to the consumer.

47. (New) The method of claim 39 including creating an internet telephone call between a user and the internet content provider of the site.